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Public Reporting Burden. Public reporting burden for this collection of information is estimated to average 1.5 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterespionage Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant CMGRP, Inc. d/b/a Weber Shandwick	2. Registration No. 3911
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To give a 10-day notice of change in information as required by Section 2(b) of the Act.

☒ To correct a deficiency in

☐ Initial Statement

☒ Supplemental Statement for the period ending June 30, 2007

☐ Other purpose (specify): _____

☐ To give notice of change in an exhibit previously filed.

NSD/CES/REGISTRATION UNIT
2010 NOV 29 PM 3:22

4. If this amendment requires the filing of a document or documents, please list -

Attachment 1 -- List of services provided to foreign principal Canadian Tourism Commission (CTC) during period from January to June 2007.

Attachment 2 -- List of expenses incurred on behalf of CTC during period from January to June 2007.

Attachment 3 -- List of fees and expense reimbursements received from CTC during period from January to June 2007.

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. (If space is insufficient, a full insert page must be used.)

The original Supplemental Statement for this period did not disclose the CTC as a foreign principal serviced during this period in response to Item 9, or the services engaged in (Item 11) and expenses incurred on behalf of CTC (Item 15), or fees and expenses reimbursements received from CTC during this period.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

November 29, 2010

(Type or print name under each signature¹)



Andrew J. Kameros

MSD/CES/REGISTRATION UNIT
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¹ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

Weber Shandwick performed the following activities on behalf of the CTC for the month of January:

Core Public Relations

Media Placements	Circulation/ Audience Reach	Estimated Ad Value
Sherman's Travel – Winter Issue <ul style="list-style-type: none"> The Fairmont Chateau Lake Louise featured in "The Luxe List: 15 Luxury Value Deals from Around the World" in their winter edition 	200,000	\$5,950
Media Outreach		
Follow up from 2006 Media Expedition Trip	<p>Agency reaching out to partners re: Media Expedition outlets that would like additional trips including:</p> <ul style="list-style-type: none"> <i>National Geographic Adventure</i> (c. 575,000) sending a writer to Nova Scotia for June/July issue; <i>Passport</i> (c. 163,000) sending a writer to Banff Springs and Lake Louise Feb. 8-12 for a feature in the "Rater Writer Adventure Series" article to appear in the July/Aug. issue. <p>Agency monitoring for future placements. Stated articles include:</p> <ul style="list-style-type: none"> Tribune Media Services – <i>Houston Chronicle</i> <i>The Washington Times</i> <i>Private Air</i> – Date TBD, Martie Duncan is filing a story on Canadian Diamonds 	
Food & Wine (c. 9,517,339)	<p>Agency reaching out to partners for possible inclusion in Jennifer Murphy's article in the May travel issue of <i>Food & Wine</i> highlighting unique culinary experiences and wine tours. Agency submitting information on Vancouver, New Brunswick, Victoria and Halifax.</p>	
Budget Travel Magazine (c. 550,000)	<p>Agency working with <i>Budget Travel</i> magazine on providing an opportunity for their new back page, The Budget Travel Upgrade. The page includes a surprise for a lucky reader on their next vacation. <i>Budget Travel</i> requested a unique experience at Calgary's Olympic Park for a lucky reader and friends skiing in the Banff area.</p> <ul style="list-style-type: none"> Article on Calgary slated to run in April issue. 	
Briteside Television (National Geographic Channels)	<p>Agency pitching the Tundra Buggy/Polar Bear experience to Briteside Television, producer of various shows for National Geographic channels,</p>	

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	distributed both internationally and across the U.S.
Special Projects	
2007 Planning	<p>Agency attended planning sessions in Toronto on January 4 and 5. Agency working closely with CTC and DDB on integrated plan.</p> <p>As a follow up, agency developed a brief survey for WS' Chicago office to gather insight on Chicagoans' perceptions of Canada. Agency shared results with CTC/DDB.</p>
RCMP in NYC April 2007	<p>Agency assisting RCMP with travel arrangements and media relations surrounding their NYC visit to participate in the St. Patrick's Day Parade. Agency reached out to Interpublic's group travel department for rates on 70 hotel rooms in NYC. Agency presented options and contract to Greg Peters.</p> <p>Agency currently brainstorming media opportunities to discuss with Greg Peters in February.</p>
Media List for Vancouver April Event	Agency edited media list for Tourism BC for their April Spa/Shopping event. Agency added glossy publications to the list to keep with the high-end target.
Master Media List 2007	Agency revised Master Media for 2007 including contacts from target markets New York, Boston, L.A., as well as a list of top affluent markets and submitted to CTC for review.
Media Marketplace 2007	Agency reached out to industry, broadcast and newspaper editors regarding the MM07 panels. Follow up continues.
Media Expedition 2007	Agency reached out to jet companies on costs. Follow up continues.
EPK/Badger Briefs Template Revisions	Agency in the process of working with vendor to revise both templates with the new brand identity. Project to be finalized in Q1.
BurellesLuce Clipping Service	<ul style="list-style-type: none"> Agency forwarded monthly cost breakdown to CTC and distributed clipping via digital service to CTC and partners. Agency working with CTC and vendor to improve service for partners in 2007. Currently reviewing enhanced service options with CTC and discussing possibility of signing one master

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	contract with Laura Fairweather's team in Vancouver.
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Meetings/Conference Calls	
WS/ CTC Conference Call Jan. 11, 2007	Agency and CTC discussed Media Marketplace and next steps.
WS/ CTC Conference Call Jan. 16, 2007	Agency and CTC discussed clipping service for 2007.
WS/ DDB Conference Call Jan. 19, 2007	Agency participated on conference call with DDB re: 2007 planning.
WS/ CTC Conference Call Jan. 30, 2007	Agency and CTC discussed Quebec 400 th Anniversary.
WS/Rogers & Cowan Conference Calls	Agency participated on bi-monthly update conference calls with Rogers and Cowan.
WS/DDB Conference Calls	Agency participated on bi-monthly update conference calls with DDB.
Promotions/Special Events/ Marketing Partnerships	
Bryant Park 2006	<p>Agency wrapping up BP 2007:</p> <ul style="list-style-type: none"> • Agency worked with temps regarding host position and kiosk at Bryant Park; • Agency followed up with Bryant Park on storage of CTC materials and outstanding invoices; • Agency drafted Bryant Park recap for client; • Agency worked with CTC/BP on shipping left over Pure Canada's to New Orleans for event/Buffalo warehouse.
Ben's Luxury Car and Limousine Service	<p>Agency reached out to Ben's and secured a March-August 2007 promotion with Pure Canada magazines. Ben's has 100 cars and 30 limos in NYC metro and has an average of 350/375 rides per day.</p> <p>Agency worked with CTC/DDB on sticker design, and trip giveaway. Agency awaiting confirmation from partners on trip prior to moving forward with execution.</p> <p>Agency also exploring the possibility of extending the promotion to other key markets.</p>

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

Rogers & Cowan performed the following activities on behalf of the CTC for the month of January:

Entertainment Marketing (R&C)	
Promotions – Location Outreach (Television)	
“1000 Places to See Before You Die” (Travel Channel)	Currently awaiting copy of teaser trailer and any production stills along with show’s ad value. Outreached to production regarding approvals on releasing a press release prior to Canada’s episode.
Product Placement Exposure (Television)	
“Til Death” (FOX)	Jan. 18, 2007 – Canada received excellent exposure on “Til Death” starring Brad Garrett and Joely Fisher. Joely’s character works at a travel agency where a life-sized Canadian Mountie was fully featured. The total exposure was 21 seconds. This is a permanent set for “Til Death” so we should expect more exposures throughout the season.
“Extra” (NBC)	Jan. 18, 2007 – A segment about Margaret Cho being a guest star on that nights episode of “Til Death” showed the life-sized Canadian Mountie in the travel agency – excellent; 2 seconds.

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Weber Shandwick performed the following activities on behalf of the CTC for the month of February:

Core Public Relations		
Media Placements	Circulation/ Audience Reach	Estimated Ad Value
The Washington Times – February 10, 2007 <ul style="list-style-type: none"> Media Expedition print and online front page travel piece. Article featured Whistler. 	257,543 (print) 225,000 (online, unique visitor impressions)	\$10,355 (print) \$10,991 (online)
The Washington Times – February 10, 2007 <ul style="list-style-type: none"> Media Expedition print and online front page travel piece. Article featured the Yukon. 	257,543 (print) 225,000 (online, unique visitor impressions)	\$6,342 (print) \$6,731 (online)
Chron.com – February 7, 2007 (Houston Chronicle online) <ul style="list-style-type: none"> Diana Korte Tribune Media Services Media Expedition article 	508,097	\$33,942
Media Outreach		
“Woofstock”	Agency recommended drafting a release on	

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	“Woofstock” to coincide with the Westminster Dog Show in NYC. Agency drafted release and distributed on the wire. Follow up continues as the festival takes place in June.
Planet Out/ Out Traveler Magazine (Audience Reach: n/a/ c. 200,000)	As part of an ongoing relationship and conversations with the publication regarding possible placements for Canada, agency booked an IPT for <i>Out Traveler</i> Magazine for a cover story piece. Featured provinces include Vancouver, Toronto, and Montréal. Agency liaised with BC, Ontario and Québec to secure support and media rates for hotel rooms featured in the article. Slated for June 2007 issue.
Jamaican Dog Sled Team/Yukon Experience	Agency brainstorms with Yukon partner on possible media pitch with the Jamaican Dog Sled team which just left the Yukon Quest.
Tribune Media Services (c. n/a)	Agency working with Frontiers North on freelancer and photographer Diana & Gene Korte regarding Churchill IPT opportunities.
Media Marketplace	
Panels	<ul style="list-style-type: none"> • Agency reaching out to industry, broadcast and newspaper editors regarding the MM07 panels; • Agency drafting panelist confirmation letters; • Agency working with C. Treadway on confirmation and details of panelists.

CBS's The Early Show (Audience Reach: 3,000,000)	<ul style="list-style-type: none"> • Agency reached out to CBS re: Media Marketplace and received the opportunity to bring the partners to <i>The Early Show</i> on 4/16; • Opportunity includes the partners to attend the show for the morning (7-9 a.m.), and have a meet and greet with the anchors after the show; • Agency working to see if the partners are able to be on camera; • Agency following up with CBS on exact details.
Future Placements	
Media Expedition Trip Sept. 14-19, 2006	<p>Agency monitored for future placements. Slated articles include:</p> <ul style="list-style-type: none"> • <i>National Geographic Adventure</i> (c. 575,000) - sending a writer to Nova Scotia for June/July issue;

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	<ul style="list-style-type: none"> • <i>Private Air (c. 35,000)</i> – Larry Man visited Banff Springs and Lake Louise and to feature in his “Rater Writer Adventure Series” article in the July/Aug. issue; • <i>Private Air (c. 35,000)</i> – Date TBD, Martie Duncan is filing a story on Canadian Diamonds.
Special Projects	
2007 PR Plan	<p>Agency working closely with CTC and DDB on integrated 2007 plan.</p> <p>Agency/DDB working on ideas for Boston, NYC and LA. Agency to present PR thought-starters for each market to CTC.</p>
Media Relations Action Plan	Agency drafted an outline of the plan and provided to CTC. Plan to include national media and regional components reflecting key bedroom communities in Boston, NYC and LA identified by DDB.
2007 Master Media/FSI Lists	Agency revised the Master Media List complete with VCP profile on each publication and target markets, New York, Boston, and L.A. Agency drafted FSI List for upcoming pitching.

Media Expedition 2007	<ul style="list-style-type: none"> • Agency worked with client re: outreach to partners on interest in Media Expedition 2007; • Agency worked on possible itinerary schedules that correspond with partner date requests; • Agency worked on media list for attendees; • Agency brainstormed possible evite ideas • Agency reached out to jet companies re: cost estimate for 2007 Media Expedition; • Agency drafted jet memo for procurement.
RMCP/St. Patty's day	<ul style="list-style-type: none"> • Agency reaching out to Interpublic's group reservation contact at Helms Briscoe to look into 70 hotel rooms in NYC. • Agency presenting options and contract to RCMP's Greg Peters.

**Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report**

	<ul style="list-style-type: none"> Agency pitching Mounties to NY broadcast outlets.
Electronic Press Kit	Agency in the process of working with vendor to revise the template per the new brand.
BurellesLuce Clipping Service	<ul style="list-style-type: none"> Agency forwarding monthly cost breakdown to CTC and distributing clippings via digital service to CTC and partners; Agency working with CTC and vendor to improve service for partners in 2007. Currently reviewing enhanced service options with CTC; Agency awaiting next steps from L. Fairweather on the possibility of a North American contract with Bowdens/Bacons. M. Campbell-Hoppe meeting with clipping service contact in Vancouver with L. Fairweather on March 2.
Meetings/Conference Calls	
WS/ TurnHere.com Meeting Feb. 2, 2007	Agency met with TurnHere.com president to discuss possible Canada promotions.
WS/ Laura Serena Meeting New York Feb. 5, 2007	Agency met with Laura Serena to discuss Media Marketplace 2007.
WS/ CTC Conference Call Feb. 6, 2007	Agency and CTC discussed Quebec 400 th Anniversary.
WS/ CTC Meeting New York Feb. 16, 2007	Agency met with CTC to discuss 2007 planning and 2006 recap.
WS/ CTC Conference Call Feb. 26, 2007	Agency presented PR thought-starters for the Boston market and Grand Central Station Domination program.
WS/ CTC Conference Call Feb. 28, 2007	Agency and CTC discussed Media Relation 2007 Action Plan, MM07 and Media Expedition.
WS/Rogers & Cowan Conference Calls	Agency participated on bi-monthly update conference calls with Rogers and Cowan.
WS/DDB Conference Calls	Agency participated on bi-monthly update conference calls with DDB.
Promotions/Special Events/ Marketing Partnerships	
Bryant Park 2006	<p>Agency wrapping up BP 2006:</p> <ul style="list-style-type: none"> Agency following up with Bryant Park on storage of CTC materials and outstanding invoices; Agency drafting Bryant Park recap for client;

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	<ul style="list-style-type: none"> Agency working with CTC/BP on shipping left over Pure Canada's to New Orleans for event; Agency working with CTC/BP on shipping left over Pure Canada's to Buffalo warehouse.
Bens/Pure Canada's	Agency reached out to Bens Car Service for March-August 2007 promotion with Pure Canada's. Agency working with CTC on sticker design, and reaching out to Ottawa and Montreal on providing a trip giveaway.
Woman's Day Promotion	Alberta/Fairmont contest and giveaway featured in the March issue. The contest is live on their Web site from February 14-March 14 with a print reach of 4,015,392 and online reach of 1,008,410.
<i>Rogers & Cowan performed the following activities on behalf of the CTC for the month of February:</i>	

Entertainment Marketing (R&C)

Promotions – Location Outreach (Television)

<i>"1000 Places to See Before You Die"</i> (Travel Channel)	Received confirmation from production that the tentative air date of Canada's episode will be June 25, 2007. A press release can be drafted and serviced, but it will need network approval. Currently awaiting production stills and ad values to be received prior to the air date.
<i>"Project Runway"</i> (Bravo)	Reached out to the production of "Project Runway" in regards to sending the designer contestants to Montréal for a fashion location destination. Production would be interested if Montréal has top name designers they could get access to. Will follow up with CTC on unique integration ideas.
<i>"Hogan Knows Best"</i> (VH1)	Reached out to the production of "Hogan Knows Best" in regards to shooting on location in Canada for a family vacation. Producers are interested and currently looking into their schedule for available dates for season 4.
<i>"Are You Smarter Than a 5th Grader?"</i> (Fox)	Production is interested in Canada as a prize giveaway if the show gets picked up for a second season.

Promotions – Location Outreach (Film)

<i>"The Greatest Escape"</i> (Sony)	Production is currently scouting Canada as a filming location for this family film starring Steve Zahn and Brad Garrett. Will follow up with Sony regarding promotional opportunities.
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Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

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Weber Shandwick performed the following activities on behalf of the CTC for the month of March:		
Core Public Relations		
Media Placements	Circulation/ Audience Reach	Estimated Ad Value
Budget Travel – April 2007 <ul style="list-style-type: none">Calgary, Olympic Park featured in the “Budget Travel Upgrade” page	575,000 (print)	TBD
Media Outreach		
USA Today (c. 2,269,509)	Agency received confirmation from Gene Sloan that he will be writing a feature on Québec’s 400 th for the cover of the Destinations section. Agency started pitching the story to Gene a few years ago. The story is slated to run in August. Agency will work closely with Gene to facilitate this and will keep client apprised.	
ABC’s The View (c. 4,449,093)	Agency uncovered an opportunity to provide an audience giveaway. CTC passed on the opportunity since it was too costly to execute without partner support for airfare. Agency will continue to work closely with producer and keep client apprised of future opportunities.	
Fox’s The Morning Show with Mike and Juliet (c. n/a)	Agency uncovered an opportunity to provide an audience giveaway. Agency reached out to CTC and partners, and unfortunately, the producer had already filled the spot by the time we received commitment from partner. Agency will continue to work closely with producer and keep client apprised of future opportunities.	
Womansday.com (c. 1,225,955)	Agency pitched Womansday.com’s “weekly travel deals” section. Follow up continues.	
Commercial Appeal Travel Blog (c. n/a)	Agency pitched Park Hyatt Toronto’s Ultimate Romance Package to new travel blog. Follow up continues.	
Tribune Media Services (c. n/a)	Agency updated Frontiers North on freelancer and photographer Diana & Gene Korte’s October trip to Churchill.	
Media Outreach – Media Marketplace		
Professional Development Panels	<ul style="list-style-type: none">Agency continuing to reach out to broadcast producers and newspaper editors regarding MM07 panels;	

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	<ul style="list-style-type: none"> Agency sent panelist confirmation letters; Agency drafting panelist bios; Agency updating C. Treadway on confirmation and details of panelists.
Opening Ceremony/One-on-One Appointments	<ul style="list-style-type: none"> Agency drafting media list for local media to attend MM 07 events; Agency mailing invites to local NY media;
CBS's <i>The Early Show</i> (Audience Reach: 3,000,000)	Agency following up with CBS on <i>The Early Show</i> 4/16 appearance and details.
2007 Master Media/FSI Lists	Agency reaching out to FSI outlets regarding MM 07 events.
Future Placements	
Media Expedition Trip Sept. 14-19, 2006	<p>Agency monitored for future placements. Slated articles include:</p> <ul style="list-style-type: none"> <i>Sherman's Travel</i> (200,000) – Nova Scotia piece to run <i>National Geographic Adventure</i> (c. 575,000) – reached out to Nova Scotia partners for possible June/July inclusion; <i>Private Air</i> (c. 35,000) – Larry Man visited Banff Springs and Lake Louise and to feature in his "Rater Writer Adventure Series" article in the July/Aug. issue; <i>Private Air</i> (c. 35,000) – Date TBD, Martie Duncan is filing a story on Canadian Diamonds.
Planet Out/ Out Traveler Magazine (Audience Reach: n/a/ c. 200,000)	Agency following up with editor on photo shoot; issue to run mid-April.
Special Projects	
2007 PR Plan	Agency/DDB working on ideas for Boston, NYC and LA. Agency presented 2007 integrated plan and PR thought-starters for each market to CTC.
NY "Couture Camping"	Agency reaching out to vendors regarding couture camping locations and costs; Agency presented to client.
Boston "Urban Golf"	Agency working with internal Social, Interactive and Emerging Media team and vendor regarding urban golf program, expenses and possible opportunities.
LA "Fitness"	Agency reaching out to celebrity trainer regarding interest in partnering with CTC.
Media Relations Action Plan	Agency drafted 2007 plan and provided to CTC. Plan included national media and regional

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	components reflecting key bedroom communities in Boston, NYC and LA as identified by DDB.
Media Expedition 2007	<ul style="list-style-type: none"> • Agency worked on possible itinerary schedules that correspond with partner date requests; • Agency finalized and submitted media list to client; • Agency brainstormed possible evite ideas and reached out to vendor regarding cost; • Agency reached out to jet companies re: cost estimate for 2007 Media Expedition; • Agency drafted jet memo for procurement. • Update: Media Expedition cancelled due to CTC Travel Policy.
2006 Highlight Reel	<ul style="list-style-type: none"> • Agency reached out to vendors for client's 2006 Promotions and Media Highlights Reel. • Agency submitted vendor proposal and client approved; • Agency started working on reel to have it completed for the Media Relations Sub-Committee meeting at Media Marketplace.
Electronic Press Kit	<ul style="list-style-type: none"> • Agency in the process of working with vendor to revise the template per the new brand; • Agency working with client to obtain access to new brand photos; • Agency forwarded all press materials to vendor for EPK upload.
Badger Briefs	<ul style="list-style-type: none"> • Agency working with vendor on new design; • Agency brainstorming and providing new names to client; • Agency gathering partner feedback for spring issue, slated for distribution April 9.
Market Overview Quarterly Report	Agency drafted and forwarded Q1 report on 3/12 to CTC on travel/media trends along with additional list of competitor destination marketing events.
BurrellesLuce Clipping Service	<ul style="list-style-type: none"> • Agency awaiting next steps from L. Fairweather on the possibility of a North American contract with Bowdens/Bacons; • Client met with clipping service contact in

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	<p>Vancouver on March 2;</p> <ul style="list-style-type: none"> • Immedia potentially interested in participating for Rocky Mountaineer and Mission Hill.
Ipod Uploads	Per client request, agency loaded 13 ipods with podcasts of footage from various provinces and music from Canadian artists for the US Leisure Advisory meeting in Toronto.

Meetings/Conference Calls	
WS/ DDB Conference Call March 12, 2007	Call to brainstorm and discuss integrating US PR and advertising programs
WS/ CTC Conference Call March 16, 2007	Agency, client, DDB call regarding the 2007 Target Market Presentation.
WS/ DDB Conference Call March 23, 2007	Agency and DDB call re: 2007 plan.
WS/ CTC Conference Call March 23, 2007	Agency, client, DDB 2007 Target Market Presentation call recap and review.
WS/Rogers & Cowan Conference Calls	Agency participated on bi-monthly update conference calls with Rogers and Cowan.
WS/DDB Conference Calls	Agency participated on bi-monthly update conference calls with DDB.
Promotions/Special Events/ Marketing Partnerships	
Bryant Park 2006	<p>Agency wrapping up BP 2006:</p> <ul style="list-style-type: none"> • Agency following up with Bryant Park on storage of CTC materials and outstanding invoices; • Agency scheduled meetings with BP and client on April 5 and April 19 to kick-off 2007 season.
Bens/Pure Canada's	<ul style="list-style-type: none"> • Agency received stickers for magazines, hired temps to place stickers on the magazines and mailed 3,000 Pure Canada's to Bens contact for promotion to begin; • Agency working with Yolaine in Vancouver to obtain copies of the 2007 issue for the second half of the promotion.
<i>Rogers & Cowan performed the following activities on behalf of the CTC for the month of March:</i>	

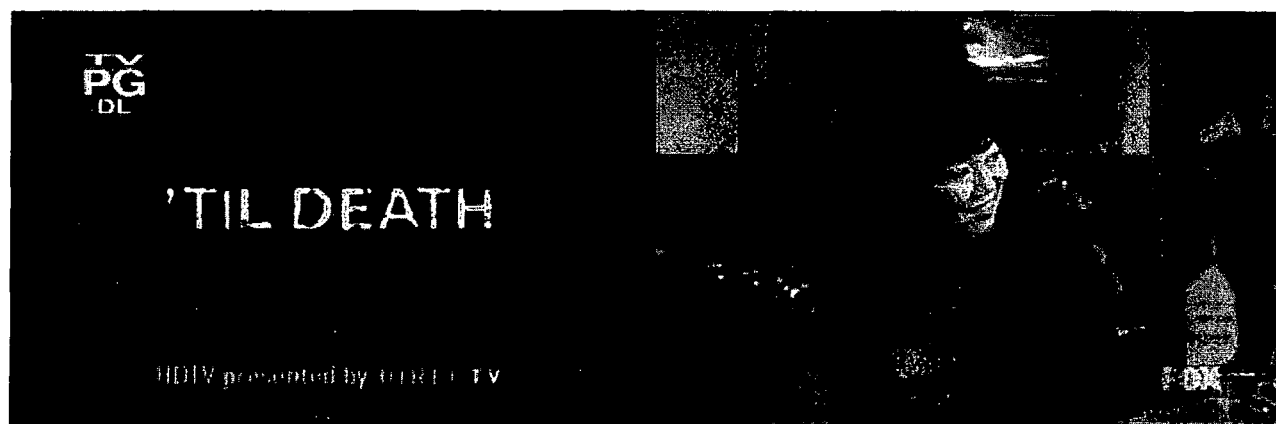
Entertainment Marketing (R&C)

Promotions – Location Outreach (Television)

"1000 Places to See Before You Die" (Travel Channel)	Confirmed air-date has been set for June 21, 2007. A press release will be drafted and serviced by WS. Currently awaiting production stills and ad values to be received prior to the air date.
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Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

Promotions – Location Outreach (Film)	
<i>“Christmas in Wonderland”</i> (Independent)	This independent film will be set in Edmonton and will film at the West Edmonton Mall beginning April 16, 2007. R&C will track for distribution and review for appropriate promotional opportunities.
Product Placement Exposure (Television)	
<i>“Til Death”</i> (Fox)	March 21, 2007 – Canada received excellent exposure on Fox’s “Til Death.” Joely Fisher works at a travel agency where a life-sized Canadian Mountie is seen - fully visible and recognizable; 2 seconds.



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<i>Weber Shandwick performed the following activities on behalf of the CTC for the month of April:</i>		
Core Public Relations		
Media Placements	Circulation/ Audience Reach	Estimated Ad Value
<i>Budget Travel</i> – April 2007	607,456 (print)	\$29,600
<ul style="list-style-type: none"> Calgary Olympic Park print and online feature in “Budget Travel Upgrade” piece 	2,000,000 (online, unique hits/month)	
<i>Sherman’s Travel</i> – Spring 2007	200,000	\$5,950
<ul style="list-style-type: none"> Bedwell River Outpost in Vancouver Island, BC featured; Montréal featured in “Places to go for Spring Value;” Whistler featured in “The Luxe List.” 		
<i>Out Traveler</i> – Summer 2007	180,000	\$271,920
<ul style="list-style-type: none"> Agency booked an IPT for <i>Out Traveler</i> 		

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

<p>Magazine for a cover story piece;</p> <ul style="list-style-type: none"> • Vancouver, Toronto, and Montréal featured; • Agency liaised with BC, Ontario and Québec to secure support and media rates for hotel rooms featured in the article. 		
Media Outreach		
<p><i>Inc. Magazine</i> (c. 695,559)</p>	<p>Agency pitched and secured placement on the Yukon and Kluane National Park for <i>Inc. Magazine's</i> upcoming "Cool Places for Summer Vacations" travel story. Feature to include photos.</p>	
<p><i>Shape Magazine</i> (c. 1,710,589)</p>	<p>Agency pitched midnight golf, Yukon's Golden Circle Ride and aurora borealis for <i>Shape's</i> "Outdoor, Active Trips Done at Night" request. Agency will monitor for potential coverage.</p>	
<p><i>Playboy.com</i> (c. 1,880,921)</p>	<p>Agency pitched upscale summertime festivals in Canada including Festival International de Jazz, Just for Laughs and Calgary Stampede for possible inclusion in upcoming story. Agency will monitor for potential coverage.</p>	
<p><i>Ocean Home Magazine</i> (c. 55,000)</p>	<p>Agency pitched Churchill, midnight golf, and additional unique and luxurious experiences in Canada for the quarterly luxury real estate and lifestyle magazine's "Exotic Summer Getaways" upcoming feature. Agency will monitor for potential coverage.</p>	

<p><i>Philadelphia Inquirer</i> (c. 330,622)</p>	<p>As part of an ongoing relationship with the journalist and publication, agency working with Toby Zinman of the <i>Philadelphia Inquirer</i> on a Individual Press Trip. Editor to attend Shaw and Stratford Festivals June 5-11. Agency worked with the CTC and partners to book flights and arrange theatre tickets.</p>
Media Marketplace	
<p>Professional Development Panels</p>	<ul style="list-style-type: none"> • Agency continued to reach out to additional broadcast producers and newspaper editors interested in joining MM07 panels; worked to fill <i>The Christian Science Monitor</i> spot. • Agency secured copies of panelists' publications;

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	<ul style="list-style-type: none"> • Agency updated C. Treadway on panelist bios, confirmation and details of panelists; • Agency coordinated, attended and moderated both the editors and broadcast panels; • Attending broadcast panelists included Bob Jamieson (ABC), Rebecca Resnick (CBS), Catherine Brosseau (FOX) and Kaleel Sakakeeny (Travel Postcard); • Attending print panelists included: Mary Ellen Botter (<i>Dallas Morning News</i>), Catharine Livingston (<i>National Geographic Adventure</i>), John Flinn (<i>San Francisco Chronicle</i>), Adam Graham (<i>Sherman's Travel</i>), and Gene Sloan (<i>USA Today</i>); • Agency drafted and mailed panelist thank you cards.
Overall Event Assistance	<ul style="list-style-type: none"> • Agency gathered press kit costs from printing vendors; • Agency coordinated RSVP's to the opening ceremony; • Agency followed up with FSI outlets regarding MM07 event attendance; • Agency registered media guests; • Agency worked with IDA/BP regarding drop off of kiosks to the Waldorf; • Agency assisted with pre-event logistics on Saturday and Sunday before MM07. Entire team was on-site to assist Monica and Heather with coordination of event;
Overall Event Assistance (con't)	<ul style="list-style-type: none"> • Agency developed PowerPoint on overview of U.S. market and travel trends and presented at the Partner Briefing; • Agency assisted B.C. partner with set-up of evening media event;
CBS's <i>The Early Show</i> (Audience Reach: 3,000,000)	<ul style="list-style-type: none"> • Agency continued to follow up with CBS on <i>The Early Show</i> 4/16 appearance and details; • Agency escorted partners to the CBS <i>The Early Show</i> studios and attended an in-studio tour and private Q&A with morning producer Steve Cohen.
Future Placements	
Media Expedition Trip	Agency monitored for future placements. Slated

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

Sept. 14-19, 2006	<p>articles include:</p> <ul style="list-style-type: none"> • <i>National Geographic Adventure</i> (c. 575,000) – reached out to Nova Scotia partners for possible June/July inclusion; • <i>Private Air</i> (c. 35,000) – Larry Man visited Banff Springs and Lake Louise and to feature in his “Rater Writer Adventure Series” article in the July/Aug. issue; • <i>Private Air</i> (c. 35,000) – Date TBD, Martie Duncan is filing a story on Canadian Diamonds.
Special Projects	
Boston “Step Into Canada”	Agency presented Boston concept to CTC. Helen Lovekin from Ontario Tourism to facilitate meeting with Mrs. Bata. Agency to explore venue opportunities and online extensions.
LA “Fitness”	Agency working with celebrity trainer and CTC to confirm spokesperson agreement; CTC approved budget.
The “New” Media Expedition	Agency drafted and presented the “new” media expedition press trip concept to client to replace Media Expedition II. CTC preferred “Trilogy” idea. Agency forwarded online extension ideas to CTC. Awaiting next steps.
Runway to Runway (Hamptons event)	Agency met with Amex contact regarding the <i>Departures</i> and Bombardier August 4 event in the Hamptons. Agency discussed opportunities with the CTC. CTC and WS awaiting further information from Amex.

CTC New Branding Release	Agency drafted new brand release for client review.
2006 Highlights Reel	Agency worked closely with CTC to create 2006 reel including PR/media, events and promotions highlights for 2006. Reel viewed at the Media Relations Sub-committee Meeting at Media Marketplace.
Trade 2006 Highlights Reel	Agency worked closely with CTC and DDB to add a preview of the 2007 advertising program to the 2006 Highlights Reel for RVC.
Electronic Press Kit	<ul style="list-style-type: none"> • Agency shared EPK with client for review; • Agency working with vendor on client revisions

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	<ul style="list-style-type: none"> to EPK; Agency to share revised copy with CTC Brand for review; Release date: TBD
Canada: Red Hot (formerly Badger Briefs)	<ul style="list-style-type: none"> Agency working with vendor on new design per brand guidelines; Agency and client selected "Canada: Red Hot" as the new name; Agency drafted Spring issue and sent to client for approval; Slated for distribution ASAP upon final client approval.
BurrellesLuce Clipping Service	<ul style="list-style-type: none"> L. Fairweather met with vendor in Canada and advised agency to continue with separate U.S. clipping service for now; Agency researched alternate vendor options to BurrellesLuce and forwarded recommendation.
Meetings/Conference Calls	
WS/ CTC/ Bryant Park New York, NY April 5, 2007	Agency, client and BP meeting to discuss 2006 recap and new direction for 2007.
WS/ CTC/ Bryant Park New York, NY April 19, 2007	Agency, client and BP meeting to discuss 2007 direction and next steps for CTC.
WS/ CTC Conference Call April 26, 2007	Agency and CTC call to f/u on "Step into Canada" concept for Boston.
WS/ Quebec City Conference Call April 27, 2007	Agency spoke to Roxanne St. Pierre regarding upcoming Québec 400 th events and possible media opportunities.
WS/Rogers & Cowan Conference Calls	Agency participated on bi-monthly update conference calls with Rogers and Cowan.
WS/DDB Conference Calls	Agency participated on bi-monthly update conference calls with DDB.

Promotions/Special Events/ Marketing Partnerships	
Bryant Park 2006	<ul style="list-style-type: none"> Agency met with CTC & BP regarding 2007 planning; Agency received 2006 recap and media binder; Agency forwarded meeting recap/next steps to all parties.
Bens/Pure Canada's	<ul style="list-style-type: none"> Agency received 2007 issue;

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	<ul style="list-style-type: none"> Agency to place CTC stickers on 2007 issues in May and send to Ben's for the June-August second phase of the promotion.
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Rogers & Cowan performed the following activities on behalf of the CTC for the month of April:

Entertainment Marketing (R&C)	
Promotions – Location Outreach (Television)	
<i>"1000 Places to See Before You Die"</i> (Travel Channel)	Received show's ad value and shared with the CTC. Based on the entire episode being dedicated to Canada, the estimated media value is \$630,000.
<i>"Top Chef"</i> (Bravo)	Production is interested in Canada as a location destination for next season's finale episode (Season 4). Waiting to hear from production on their shooting schedule.
<i>"House"</i> (Fox)	Outreaching to producers about filming in Canada.
<i>"Crowned: The Mother of All Pageants"</i> (CW)	Production is interested in Canada as a prize trip giveaway for this reality show centering on mothers and daughters who team up to compete in beauty pageant-like challenges. The prize would be a mother/daughter trip for two to Canada. Canada would receive both verbal and visual credit exposure in the show. Production is on a tight shooting schedule and would need to know if we can participate ASAP. Will follow up with CTC.
<i>"The Amazing Race"</i> (CBS)	Outreached to the producers about returning to Canada for Season 13. The producers are currently looking into their schedule for an available opportunity. Will continue to follow up with production.

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Weber Shandwick performed the following activities on behalf of the CTC for the month of May:

Core Public Relations		
Media Placements	Circulation/ Audience Reach	Estimated Ad Value
<i>The Wall Street Journal</i>	2,062,312 (print)	\$39,412 (print)
<ul style="list-style-type: none"> Agency pitched new branding ad campaign resulting in interview and pickup 	4 million (online)	n/a (online)
<i>The Boston Globe</i>	382,503 (print)	\$3,168 (print)
<ul style="list-style-type: none"> Coverage of new branding ad campaign 	4,400,000 (online)	n/a (online)
AdAge.com	627,491	n/a

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

<ul style="list-style-type: none"> Agency pitched new branding ad campaign resulting in interview and pickup 		
MediaPost Marketing Daily <ul style="list-style-type: none"> Agency pitched new branding ad campaign resulting in interview and pickup 	435,478	n/a
Pittsburgh Post-Gazette.com <ul style="list-style-type: none"> Coverage of new branding ad campaign 	1,672,761	n/a
AOL News.com – May 2007 <ul style="list-style-type: none"> Coverage of new branding ad campaign 	n/a	n/a
Bizjournals.com – May 2007 <ul style="list-style-type: none"> Coverage of new branding ad campaign 	111,000	n/a
KRON 4 Online – May 2007 <ul style="list-style-type: none"> Coverage of new branding ad campaign 	300,000	n/a
Yahoo! Finance – May 2007 <ul style="list-style-type: none"> Coverage of new branding ad campaign 	2,700,000	n/a
Yacht Charters Magazine – May 2007 <ul style="list-style-type: none"> Coverage of new branding ad campaign 	55,000	n/a
The Press Enterprise (PE.com) – May 2007 <ul style="list-style-type: none"> Coverage of new branding ad campaign 	53,000	n/a
Modernagent.com – May 2007 <ul style="list-style-type: none"> Coverage of new branding ad campaign 	49,181	n/a
Travel Advance – May 2007 <ul style="list-style-type: none"> New branding ad campaign release picked up on site twice from hits in <i>The Wall Street Journal</i> and Modernagent.com. 	10,000 (online)	n/a
TravelVideo.tv – May 2007 <ul style="list-style-type: none"> Coverage of new branding ad campaign 	50,000	n/a
WLS-TV (ABC) – May 22, 2007 <ul style="list-style-type: none"> Agency sent b-roll to and secured placement for upcoming piece on summer travel. Feature ran on the 10:00 p.m. newscast, the #1 TV news in Chicago and on their web site. 	303,527 (broadcast) 392,993 (online)	\$13,740.66 (broadcast)

Media Outreach	
Smart Meetings (c. 30,000)	Agency pitched planning meetings in Western Canada for possible inclusion in upcoming story. Agency will monitor for potential coverage.
Virtuoso Life (c. 150,000)	Agency pitched spa suites at the Wickaninnish Inn for possible inclusion in upcoming story. Agency will monitor for potential coverage.
Albany Times Union	Agency sent PEI and Nova Scotia partner

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

(c. 95,456)	information to freelancer Arricca Sansone who is doing a piece on the Maritimes in early June.
<i>Philadelphia Inquirer</i> (c. 330,622)	Agency worked with CTC and partners to secure hotel accommodations and transportation for journalist Toby Zinman to attend Shaw and Stratford Festivals. Worked with CTC to book flights for early June.
<i>Delta Sky</i> (c. 387,577)	Agency following up with freelancer Christopher Collier, on a possible individual media visit to P.E.I. for an upcoming <i>Delta Sky</i> piece. Agency to submit trip request form to CTC for approval once details are confirmed.
Future Placements	
Media Expedition Trip Sept. 14-19, 2006	<p>Agency monitored for future placements. Slated articles include:</p> <ul style="list-style-type: none"> • <i>National Geographic Adventure</i> (c. 575,000) – reached out to Nova Scotia partners for possible June/July inclusion; • <i>Private Air</i> (c. 35,000) – Larry Man visited Banff Springs and Lake Louise and to feature in his “Rater Writer Adventure Series” article in the July/Aug. issue; • <i>Private Air</i> (c. 35,000) – Date TBD, Martie Duncan is filing a story on Canadian Diamonds.
Media Relations	
The “New” Media Expedition	Agency drafted and presented the “new” media expedition press trip concept to client to replace Media Expedition II. CTC preferred “Trilogy” idea. Agency forwarded online extension ideas/estimate to CTC. Awaiting next steps from client.

CTC New Branding Release “Like the Girl Next Door, Canada is Tired of Being Taken for Granted”	<ul style="list-style-type: none"> • Agency revised release announcing the debut of the new advertising and brand campaign for client review; • Agency distributed release on the wire and pitched to top newspaper and trade publications; • Agency working with CTC on coordinating
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Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	media interviews; • Agency monitoring placements.
<i>“1,000 Places To See Before You Die” Release</i> <i>“Tell the Grim Reaper to ‘Take a Hike,’</i> <i>Because I am, in Canada”</i>	Agency drafted press release detailing film shoot in British Columbia and consumer travel packages.
Electronic Press Kit	• Agency shared EPK with client for review; • Agency working with CTC on new image selection; • Release date: TBD
BurrellesLuce Clipping Service	Agency researched alternate vendor options to BurrellesLuce and forwarded recommendation.
Women Golf Writers Media List	Agency drafted media list of women golf writers both nationally and in three target markets per CTC request.
Promotions/Special Events/ Marketing Partnerships	
3-D Street Art (LA, Boston, NY)	Agency reaching out to 3-D artist Kurt Wenner on possibility of project. Agency sent client budget estimate.
Boston “Step Into Canada”	Bata interested in working with the CTC on the Boston initiative. • Agency researching venues for upcoming program. Fairmont is not interested; • Agency reaching out to vendors for online component; • Agency researching and contacting event design vendors.
LA “Fitness”	Agency working with celebrity trainer and CTC to confirm spokesperson agreement; CTC approved budget.

Runway to Runway (Hamptons event)	• Agency met with Amex contact regarding the <i>Departures</i> and Bombardier August 4 event in the Hamptons; • Agency brainstormed luxury experiences with CTC including “glamping”, icewine and brandy
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**Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report**

	<ul style="list-style-type: none"> tastings, food tastings; • CTC reaching out to potential partners. Unfortunately Clayoquot is unavailable to provide tents; • CTC and WS awaiting further information from Amex.
Bryant Park 2007	<ul style="list-style-type: none"> • WS and CTC coordinating next steps for Celsius and programming with BP.
Bens/Pure Canada's	<ul style="list-style-type: none"> • Agency worked with temp service to sticker 3,000 copies; • Agency sent 3,000 copies to Bens contact for June – August promotion.
Special Projects	
Ipod Uploads	Per client request, agency loaded six ipods with podcasts of footage from various provinces and music from Canadian artists for upcoming CTC events.
Knut	Agency monitoring media pick up on Knut to determine how much traction he has received in the U.S. Upon receiving, Agency to provide recommendation on future media outreach.
CTC Google Sponsorship Links	Per CTC request, Agency googled Canadian ad terms to confirm launch of new campaign in Google Sponsorship Links.
Meetings/Conference Calls	
Weber Shandwick New York, NY May 1, 2007	<ul style="list-style-type: none"> • Agency attended press briefing hosted by the Royal Ontario Museum to announce new construction.
WS/ CTC Conference Call New York, NY May 1, 2007	<ul style="list-style-type: none"> • Agency and CTC call to discuss Canada is More press trips.
WS/ CTC /BBD Conference Call May 14, 2007	<ul style="list-style-type: none"> • Bryant Park planning conference call.
WS/ CTC Conference Call May 22, 2007	<ul style="list-style-type: none"> • Agency and CTC call to f/u on Runway to Runway Hamptons event.
WS/ CTC Conference Call May 22, 2007	<ul style="list-style-type: none"> • Agency and CTC call to discuss Boston online extensions.
WS/ DDB Conference Call May 30, 2007	<ul style="list-style-type: none"> • Agency and DDB call to discuss hypersonic project.
WS/Rogers & Cowan Conference Calls	<ul style="list-style-type: none"> • Agency participated on bi-monthly update conference calls with Rogers and Cowan.

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

WS/DDB Conference Calls	<ul style="list-style-type: none"> Agency participated on bi-monthly update conference calls with DDB.
<i>Rogers & Cowan performed the following activities on behalf of the CTC for the month of May:</i>	
Entertainment Marketing (R&C) Promotions – Location Outreach (Television)	
“1000 Places to See Before You Die” (Travel Channel)	Awaiting draft of press release from WS to submit to Discovery/Travel Channel for approvals. Canada episode will air June 21, 2007. The estimated media value of exposure is \$630,000. Once the episode airs, we will report number of impressions. Production stills are attached below and are available on the shows website along with video clips http://travel.discovery.com/tv/1000-places/1000-places.html .
“Deal or No Deal” (NBC)	Production is interested in traveling the show. Outreached to the network about filming in Canada. Waiting to hear back from network.
“Top Chef” (Bravo)	Production is interested in Canada as a location destination for next season’s finale episode (season 4). Waiting to hear from production on their shooting schedule once they return from hiatus.
“House” (Fox)	Awaiting productions return in mid-June to approach producers about filming in Canada.
“The Amazing Race” (CBS)	Outreached to the producers about returning to Canada for Season 13. The producers are currently looking into their schedule for an available opportunity. Will continue to follow up with production.

“1,000 Places to See Before You Die” – Production Stills

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report



Otter poses for a picture in Vancouver, BC.



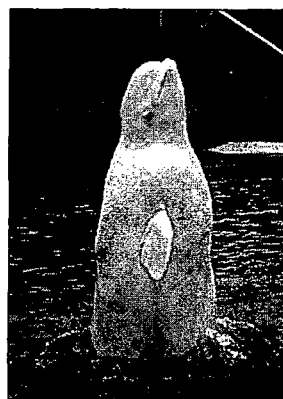
View from hotel window as storm approaches and waves crash on the shore in Tofino, BC.



A Beluga Whale strikes up a conversation with the Ulles at the Maquinna Provincial Marine Park in Tofino.



Bald Eagle on top of tree in BC.



Beluga Whales shows some skin.

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report



Albin and Melanie in proper storm-watching
Tofino, BC.



Cook and help make sushi at Tojo's gear in
in Vancouver, BC.



Melanie takes a look around the
Canucks' locker room.



Albin and Melanie take a picture Vancouver
with Trevor Linden, assistant captain
and center for the Vancouver
Canucks.

Weber Shandwick performed the following activities on behalf of the CTC for the month of June:

Core Public Relations		
Media Placements	Circulation/ Audience Reach	Estimated Ad Value
<i>1000 Places To See Before You Die</i> <ul style="list-style-type: none"> Rogers & Cowan worked with the <u>Travel Channel</u> and Tourism British Columbia to secure filming of the finale episode of <i>1000 Places To See Before You Die</i>, featuring Tofino/Pacific Rim National Park, Vancouver, and Whistler Resort. 	443,280 (broadcast) 386,935 (online)	\$660,000 (broadcast) n/a (online)
<i>The Philadelphia Inquirer</i> <ul style="list-style-type: none"> Agency worked with CTC and partners for journalist Toby Zinman to attend Shaw and 	682,214 (print) 1,438,607 (online)	\$895.65 (print) n/a (online)

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

Stratford Festivals.		
Albany Times-Union <ul style="list-style-type: none"> Agency pitched and secured a placement on Halifax and Prince Edward Island. 	95,456 (print) 352,383 (online)	n/a
Inc. Magazine <ul style="list-style-type: none"> Agency pitched and secured feature on Kluane National Park in July issue, giving travelers trip ideas to experience in the hot summer. 	695,559	\$15,998
National Geographic Adventure <ul style="list-style-type: none"> Agency pitched freelancer on B.C. Piece on Nelson, B.C. featured in the June/July issue. 	575,000	\$61,155
HotelInteractive.com <ul style="list-style-type: none"> Agency pitched and secured feature in national internet magazine on the Fairmont Le Chateau Montebello, Vancouver's Opus Hotel, Four Seasons and Metropolitan Hotel in a culinary piece. 	55,140 (online)	n/a
AdWeek.com <ul style="list-style-type: none"> June 4 issue featured a piece on new ad campaign. 	114,744	n/a
AOLNews.com – June 2007 <ul style="list-style-type: none"> Coverage of "1000 Places" release 	n/a	n/a
Breitbart.com – June 2007 <ul style="list-style-type: none"> Coverage of "1000 Places" release 	n/a	n/a
Bizjournals.com – June 2007 <ul style="list-style-type: none"> Coverage of "1000 Places" release 	111,000	n/a
Forbes.com – June 2007 <ul style="list-style-type: none"> Coverage of "1000 Places" release 	256,000	n/a
KRON 4 Online – June 2007 <ul style="list-style-type: none"> Coverage of "1000 Places" release 	300,000	n/a
MarketWatch.com – June 2007 <ul style="list-style-type: none"> Coverage of "1000 Places" release 	110,783	n/a
TravelJourno.com – June 2007 <ul style="list-style-type: none"> Coverage of "1000 Places" release 	53,000	n/a
Yahoo!Finance.com – June 2007 <ul style="list-style-type: none"> Coverage of "1000 Places" release 	2,700,000	n/a
Media Outreach		
Budget Travel (c. 607,456)	Agency pitched "Best Places You've Never Heard Of" for possible inclusion in <i>Budget Travel's</i> Top 40 September Deals issue. Agency will monitor for potential coverage.	
Global Christian Network	Per client request, agency submitted Canada b-roll to	

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

(c. N/A)	Joshua Lee of <i>Global Christian Network</i> for possible incorporation into special feature programs. Agency will monitor for potential coverage.
<i>FashionWireDaily.com</i> (c. N/A)	Agency sent contact information for Nova Scotia Dept. of Tourism and Destination Halifax for an upcoming <i>FashionWireDaily.com</i> piece for ideas and hotels to cover for a story about 48 hours in Nova Scotia.
<i>Atlanta Woman Magazine</i> (c. 20,000)	Agency sent contact information on Montréal, Québec City and VIA Rail for an inquiry from the editor at <i>Atlanta Woman</i> magazine.
Future Placements	
Media Expedition Trip Sept. 14-19, 2006	Agency monitored for future placements. Slated articles include: <ul style="list-style-type: none"> • <i>Sherman's Travel</i> (c. 200,000) – Nova Scotia
<i>Smart Meetings</i> (c. 30,000)	Agency pitched planning meetings in Western Canada for possible inclusion in upcoming story. Coverage will run in July issue.
Media Relations	
The “New” Media Expedition	Agency discussing possibly partners for the “new” media expedition press trip concept to client to replace Media Expedition II.
<i>1000 Places To See Before You Die</i> Release “Tell the Grim Reaper to ‘Take a Hike,’ Because I am, in Canada”	<ul style="list-style-type: none"> • Agency revised release detailing film shoot in British Columbia and consumer travel packages for client review; • Agency distributed release on the wire and pitched to top newspaper and trade publications; • Agency monitoring placements.
Electronic Press Kit	<ul style="list-style-type: none"> • Agency shared EPK with headquarters; • Worked with CTC on new photos per headquarters request; • Release date: awaiting final approval from CTC Vancouver.
BurellesLuce Clipping Service	Agency drafting memo to distribute to partners on new service, Cision.
Top 30 Media List	Agency drafted media list of 30 VIP media across the U.S. for Disney event and distributed to client.
Promotions/Special Events/ Marketing Partnerships	
3-D Street Art (LA, NY)	<ul style="list-style-type: none"> • Agency secured master street artist Kurt Wenner to execute drawings to replicate Canadian polar bear ad in LA and NY markets;

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	<ul style="list-style-type: none"> • Agency booked flights and reserved hotel rooms for Kurt Wenner in both markets; • Agency drafted event planning vendor memo for procurement and sent to CTC; • Agency secured Zoom Media as event planners; • Vendor secured Third Street Promenade in Santa Monica and Merchant's Gate in Central Park for demonstrations; • Agency liaised with DDB/Master Artists, LLC to sign contract; • Demonstrations took place on June 25-June 28 in LA and June 30-July 3 in NY; • Agency pitched LA and NY print and broadcast media and working with Feature Photo Service to distribute a photo over the wire.
Boston "Step Into Canada"/Online Game	<ul style="list-style-type: none"> • Agency working with Larry Abel Designs on event design, renderings for CTC review and contract; • Agency drafting three vendor memo; • Agency working with Bata on design of shoe cases and payment; • Agency working with Bata on room design, the shoes that will be exhibited; • Agency working with the BCA on hours of operation, installment, delivery and contract; • Agency working with DDB and Larry Abel Designs on signage; • Agency working with DDB on payment of Larry Abel Designs and BCA; • Agency booking travel for team, Bata;
Boston "Step Into Canada"/Online Game (con't)	<ul style="list-style-type: none"> • Agency drafted media alert and press release; sent to CTC for approval; • Agency finalized media strategy; • Agency working with vendor on media event evite; • Agency working on media event catering; • Agency working with vendor for media event photographer; • Agency pitching Boston media; • Agency working with vendor on online game.
LA "Fitness"	<ul style="list-style-type: none"> • Agency finalizing spokesperson contract details with celebrity fitness trainer; • Agency drafting overall program concept for CTC approval;

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

	<ul style="list-style-type: none"> Agency compiling comprehensive media lists for L.A. media tour and Vancouver press trip.
Runway to Runway (Hamptons event)	<ul style="list-style-type: none"> Agency brainstormed luxury experiences with CTC including “glamping,” icewine and brandy tastings, food tastings; Agency reached out to partners including Rockwater Secret Cove Resort; Agency reviewed and approved invites; Agency and CTC in discussion with Departures on tent placement, size of tent, costs, etc.
Bryant Park 2007	<ul style="list-style-type: none"> WS and CTC coordinating next steps for Celsius and programming with BP. Meeting between CTC/BP/Citigroup scheduled for mid-July.
Bens/Pure Canada’s	Agency monitoring program. Will award trip giveaway in September.
Special Projects	
Travel Manitoba Press Trip	<ul style="list-style-type: none"> Agency sent Travel Manitoba “Sing to Me Baby Beluga” media evite to NY contacts for possible interest in press trip attendance; <i>Sherman’s Travel</i> is unable to attend but Agency forwarded details on Churchill per editor request.
Ipod Uploads	Per client request, agency loaded six ipods with podcasts of footage from various provinces and music from Canadian artists for upcoming CTC events.

Market Overview Quarterly Report	Agency drafted and forwarded Q2 report on 6/8 to CTC on travel/media trends along with additional list of competitor destination marketing events.
<i>Artic Tale</i>	Agency and CTC exploring partnership opportunities with National Geographic Films to leverage the presentation of the polar bear experience in <i>Artic Tale</i> to promote unique travel experiences in Canada, and to position Canada as an exciting vacation destination to the extended consumer market.
Meetings/Conference Calls	
WS/ CTC/DDB Conference Call June 4, 2007	Follow-up call to discuss summer activities in NY, LA, and Boston.
WS/ Larry Abel Designs Conference Call	Agency and Larry Abel Designs to discuss vision of

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

June 6, 2007	event, questions, concerns, site check, etc.
WS/ DDB/ Larry Abel Designs Conference Call June 8, 2007	Agency, DDB and Larry Abel Designs discuss advertisements and DDB's vision on the CTC promotional room.
WS/ CTC Conference Call June 11, 2007	Agency and CTC call to follow up on Runway to Runway/Hamptons event.
WS/ CTC Conference Call June 15, 2007	Agency and CTC call to discuss Boston budget.
WS/ CTC Conference Call June 18, 2007	Agency and CTC call to discuss Boston event, direction, design, etc.
WS/ Departures Conference Call June 20, 2007	Agency call with Departures to discuss Runway to Runway/Hamptons event, CTC tent placement and opportunities.
WS/ Bata/ Larry Abel Designs Conference Call June 21, 2007	Agency, Bata Shoe Museum and Larry Abel Designs call to discuss Bata's room design, details of what Bata needs from Larry Abel Designs and layout of the room.
WS/ CTC/ DDB/ Larry Abel Designs Conference Call June 25, 2007	Agency, CTC, DDB and Larry Abel Designs call to discuss Boston, design, layout and Bata timeline.
WS/ CTC Conference Call June 26, 2007	Agency and CTC call to discuss "New Media Expedition" trips and partner interest.
WS/ Departures Conference Call June 27, 2007	Agency and Departures call to discuss Runway to Runway/Hamptons updates, tent, etc.
WS/ CTC / Departures Conference Call June 28, 2007	Agency and Departures call to discuss event follow up.
Rogers & Cowan Conference Calls	Agency participated on bi-monthly update conference calls with Rogers and Cowan

DDB Conference Calls	Agency participated on bi-monthly update conference calls with DDB.
<i>Rogers & Cowan performed the following activities on behalf of the CTC for the month of June:</i>	
Entertainment Marketing (R&C)	
Promotions – Location Outreach (Television)	
<i>"1000 Places to See Before You Die"</i> (Travel Channel)	Canada episode aired June 21 st . The exposure for British Columbia was excellent! Submitted to CTC a breakdown of the visual and verbal placements along with a montage of captured screen images (attached below). The estimated media value was \$660,000. WS released a press announcement prior to the airing via the wire. Awaiting Travel Channel's signature of CTC's media value letter.

**Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report**

<i>“The Amazing Race”</i> (CBS)	Unfortunately production’s schedule for next season will not allow them to travel within Canada. Production requested an Air Canada contact purely for travel transfers. Directed production to Josee Leduc.
<i>“Deal or No Deal”</i> (NBC)	Production is interested in traveling the show. Outreached to the network about filming in Canada. Waiting to hear back from network.
<i>“Top Chef”</i> (Bravo)	Production is interested in Canada as a location destination for next season’s finale episode (season 4). Waiting to hear from production on their shooting schedule once they return from hiatus.
<i>“House”</i> (Fox)	Awaiting production’s return from hiatus to approach producers about filming in Canada.

Canada Exposure on “1000 Places to See Before You Die”

Title: “1000 Places to See Before You Die”

Location: British Columbia, Canada

Placement: Melanie and Albin Ulle explore British Columbia experiencing some of the best activities, resorts, cuisine and adventures that North America has to offer.

Date: 6/21/07

Total seconds for visuals: 2,640 seconds – 44 minutes

Total seconds for verbals: 2,640 seconds – 44 minutes

In addition to the location, there were the following visuals:

- Screen text that appeared during the segment: “Canada,” “Canada British Columbia” “British Columbia Tofino,” “Tofino Air Offers 20 Minute Scenic Tours for \$79 per person,” “For more information on Canada visit www.travelchannel.com,” “Tofino, Canada Vancouver Island,” “For more information about Granville Island go to page 755,” “David Ziptrek Ecotours,” “British Columbia Vancouver,” “Vancouver, Canada Vancouver Aquarium,” “Whistler Blackcomb Fairmont Chateau Whistler,” “British Columbia Whistler Blackcomb,” “Vancouver, Canada Granville Island,” “Canada Vancouver.”
- Signage that appeared during the segment: “Surf Sister Surf School,” “The Fairmount Waterfront.”

End credits were given to the following (Our Tivo cut off at this point. Production confirmed that more partners were credited. Awaiting copy of the DVD from production to send to CTC):

Canadian Tourism Commission
The Fairmont Waterfront

Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report

The Fairmont Chateau Whistler
BC Parks – Victoria Division
BC Parks – Ucluelet Division
Brigs and Riley Travelware
Long Beach Nature Tours
Orca Airways
Pacific Rim National Park Reserve

In addition to the visuals, there were the following verbal mentions:

Host: “Albert and Melanie’s journey continues in the great white north, captivating Canada.” (4sec, min. 0)

Host: “Canada’s British Columbia is a big beautiful part of the world. There is no getting away from this spectacular scenery, and why would anyone want to?” (8 sec, min. 2)

Host: “Here, visitors can enjoy the beaches, take a hike, watch for a whale, rent a kayak, and cap off the day by taking in a magnificent sunset sinking behind a rocky shoreline.” (12 sec, min. 2)

Charles McDiarmid: “The Wickaninnish Inn kind of embodies the best of nature, and the best of what mankind has to offer...you can enjoy great cuisine with wine selected specifically matched to that meal...then head to the spa for a relaxing hot stone massage.” (28 sec, min. 7)

Host: “When thinking of surfing hotspots lustery Canada doesn’t come to mind, but the waters off Tofino are a haven for extreme winter surfing when the frigid angry waves give the surfers a real challenge.” (15sec, min. 16)

Host: “Tofino is home to several surf shops, but Surf Sister is really unique.” (7 sec, min. 16)

Host: “Home of a diverse population, Canada prides itself on a mosaic of people in customs and looks forward to hosting the 2010 Olympics in British Columbia’s largest city: Vancouver. This gorgeous metropolis on Canada’s Pacific Rim is set against a backdrop of snowy mountains, opposite stunning coastline. With beaches, parks and a busy downtown, Vancouver is considered one of the most livable, and beautiful cities in the world.” (33 sec, min. 19)

Host: “Vancouver has some of the most sophisticated cuisine in North America.” (5 sec, min. 25)

Host: “When it comes to sushi, save yourself the ticket to Tokyo, and instead head to Vancouver. To Tojo’s to be precise.” (8 sec, min. 26)

**Weber Shandwick
Canadian Tourism Commission
Jan. – June 2007 Status Report**

Host: "With views of the Cole Harbor and North Shore Mountains, the hotel is one of British Columbia's favorites (in reference to the Fairmont Waterfront Hotel). (9sec, min. 29)

Host: "Granville Island...was once a manufacturing hub, today those old factories house galleries, restaurants, theatres, and the famous central public market." (14 sec, min. 34-35)

Eric Pateman: "Granville Island is definitely one of those places that you have to come and see when you're in Vancouver, especially if you love food." (5 sec, min. 36)

Host: "Vancouver Aquarium is an internationally revered center for marine research." (4 sec, min. 37)

Host: "It (Whistler Blackcomb) could be the most beautiful approach to a ski resort anywhere, and it may be the most beautiful resort too. With 7000 acres of ski able terrain and beautiful Alpine scenery, Whistler has more skiing than any place in North America." (14 sec, min. 44)

Ross Rebagliati (Olympic Skier): "I've been around the world myself, more than once and every time I come home, I can't even believe I live here. It's just a fantastic place." (9 sec, min. 46)

Host: "Whistler Blackcomb also has more slope side lodging than anywhere in North America but its only ski in, ski out property is the swank Fairmont Chateau Whistler Resort." (5 sec, min. 46)

Host: "Covering 33 acres of untouched coastal rain forest, Ziptrek ecotourism suspends guests on five exhilarating zip lines, ranging from 80-1100 feet across." (11 sec, min. 48)

MSD/CES/REGISTRATION UNIT
2010 NOV 29 PM 3:23

ATTACHMENT 2

Cost/Act Code Desc	Vendor Name	Doc/Work Da Invoiced	
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Courier	Deluxe Delivery Systems, Inc.	1/14/2007	12
Courier	Deluxe Delivery Systems, Inc.	1/21/2007	6
Courier	Deluxe Delivery Systems, Inc.	6/24/2007	22
Courier	Federal Express	5/28/2007	102.52
Courier	Federal Express	5/7/2007	6.41
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Courier	Federal Express	5/14/2007	6.01
Courier	Federal Express	5/14/2007	9.63
Courier	Federal Express	5/28/2007	23.67
* Courier			250.24
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HC_Accommodation	Renata Hopkins	1/4/2007	155.12
HC_Accommodation	Renata Hopkins	6/24/2007	1,540.25
HC_Accommodation	Rene A Mack	1/16/2007	146.4
* HC_Accommodation			2,036.82
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* HC_Catering/Refreshm			85.23
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* HC_Clippling Services			18,727.19
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MSD/CES/REGISTRATION UNIT
2010 NOV 29 PM 3:23

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	HC_Meals - Staff & a	Renata Hopkins	4/17/2007	53.19
	HC_Meals - Staff & a	Rene A Mack	1/16/2007	28.99
	HC_Meals - Staff & a	Susan Hruska Peters	5/10/2007	48.93
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	SC_Factiva		5/31/2007	124.1
	SC_Factiva		6/30/2007	813.6
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*	HC_Parking			1
**	WBS 151905-US16			15.07
***	Core Public			59,967.38
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	HC_Parking	Elyce Chalme	5/21/2007	2
*	HC_Parking			18
	HC_Telephone	MCI Conferencing	1/1/2007	5.3
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	SC_Rent-Equipment	3/26/2007	100
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*	SC_Rent-Equipment		400
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****	Client Name Canadian Tourism Commission		60,670.58
*****			60,670.58

NSD/CES/REGISTRATION UNIT
2010 NOV 29 PM 3:24

ATTACHMENT 3

Date Received Amount Received

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4/3/2007	50,589.55
4/23/2007	42,482.83
5/30/2007	50,075.09
6/29/2007	68,259.64

Total	284,635.84
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NSD/CES/REGISTRATION UNIT
2010 NOV 29 PM 3:24